



Wisconsin agricultural exports continue to grow

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MADISON –Wisconsin is on pace for another record-breaking year of agricultural exports, according to data compiled by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Wisconsin exported \$1.9 billion in agricultural product categories to 128 countries in the first six months of 2014. That is a 17 percent increase over the same time period in 2013.

This moves Wisconsin’s rank up one spot to 12th in the nation in agricultural exports. Wisconsin saw growth in exports of each of its top five agricultural products and top five agricultural export markets.

“The success of Wisconsin agricultural exports can be directly attributed to the efforts of the agribusinesses themselves,” said DATCP Secretary Ben Brancel. “The international trade teams here at DATCP and at the Wisconsin Economic Development Corporation (WEDC) can only advise and guide the private sector through the maze of the exporting world. It is the companies themselves that produce the quality products that are in demand, and they forge the relationships necessary for success.”

Growth in dairy exports, including dairy derivatives, increased 30 percent compared to the first half of 2013 to \$273 million. Wisconsin ranks third among the states in the export of these products.¹

Wisconsin ranks first in the nation in the export of bovine genetics, whey, ginseng, processed sweet corn and mink fur skins. Wisconsin ranks second in the export of cheese and processed cranberries.

Total U.S. agricultural exports were valued at \$88 billion, an increase of 12 percent compared to the same period in 2013.

“The DATCP International Trade Team can help businesses navigate the rules and regulations other countries have placed on the agricultural products entering their markets,” added Brancel. “The team provides services that include educational seminars, one-on-one technical support and overseas trade missions to help Wisconsin businesses grow their international markets.”

In addition to helping businesses manage regulatory requirements, the trade team helps companies establish in-country contacts. An example is the Wisconsin Products Pavilion coordinated by DATCP at the upcoming U.S. Soy Global Trade Exchange scheduled for Sept. 15-18 in Milwaukee. More than 500 international soy and grain industry representatives are expected to attend. To learn more, contact DATCP’s Jennifer Lu at 608-224-5102 or Jennifer.Lu@Wisconsin.gov or Ashwini Rao at 608-224-5119 or Ashwini.Rao@Wisconsin.gov.

Top Five Agricultural Markets

Country	Value	Increase
Canada	\$ 934 million	17 percent
Mexico	\$ 160 million	36 percent
China	\$ 157 million	5 percent
Korea	\$ 101 million	40 percent
Japan	\$ 71 million	11 percent

Top Five Agricultural Product Categories

Product	Value	Increase
Dairy & derivatives	\$273 million	30 percent
Hides/skins ²	\$240 million	42 percent
Misc. food	\$191 million	32 percent
Beverages ³	\$152 million	7 percent
Preserved food	\$111 million	18 percent

¹ In 2014, DATCP began reporting exports in the dairy derivatives category. Examples of dairy derivatives are lactose and casein. These exports had been included in the total agricultural exports in the past but had not been highlighted on their own or reported in combination with dairy product exports. Including dairy derivatives brings DATCP’s export statistics reporting in line with that of the U.S. Dairy Export Council.

² Includes sauces, condiments and baking mixes.

³ Sixty percent of this category is ethanol for fuel. The rest is beer and other beverages.